CLAIMS

What is claimed is:

5   1.   A method comprising:

receiving an indication to send a message to a plurality of recipients;

automatically determining a monetary cost associated with sending the

message;

determining if an insertion of an advertisement of a selected one of a link to

10   an advertisement of an advertiser and the advertisement itself, the advertisement

having a monetary value associated with it, is received; and

automatically reducing the monetary cost associated with sending the

message by the monetary value of the inserted advertisement, upon determining

that the insertion is received.

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2.   The method of claim 1 further comprising automatically attaching one or more

coupons to the message, based at least upon the inserted advertisement.

3.   The method of claim 2, wherein the attached one or more coupons is at least

20   one of an electronic coupon and a printable coupon.

4.   The method of claim 1, wherein said receiving the indication comprises

receiving a group selection.

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5.   The method of claim 1, wherein said automatically determining the monetary cost comprises automatically determining a monetary cost based at least in part on a number of the plurality of recipients.

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6.   The method of claim 1, wherein said automatically determining comprises automatically generating and displaying the monetary cost associated with sending the message to the plurality of recipients.

10   7.   The method of claim 6, wherein said automatically generating comprises automatically generating an updateable window displaying the monetary cost.

8.   The method of claim 1, wherein said receiving the insertion comprises automatically generating and displaying a selectable menu of a category of

15   advertisers, the category based at least in part on attributes associated with the plurality of recipients.

9.   The method of claim 1, wherein said receiving the insertion comprises receiving an insertion of a selected one of a link to an advertisement of an advertiser

20   and the advertisement itself.

10.   The method of claim 1, wherein said receiving the insertion comprises receiving an inputted category of an advertiser.

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11.   The method of claim 1, wherein said automatically reducing the monetary

cost comprises automatically reducing the monetary costs by a monetary value of

one or more inserted advertisements.

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12.   In a client device, a method comprising:

facilitating sending a message to a plurality of recipients included within a

group;

facilitating receiving a monetary cost associated with sending the message;

10   facilitating insertion of a selected one of a link to an advertisement of an

advertiser and the advertisement itself, in the message prepared by a sender, the

advertisement having a monetary value associated with it; and

facilitating updating of the monetary cost associated with sending the

message.

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13.   The method of claim 12 further comprising facilitating automatically attaching

one or more coupons to the message, base at least upon the inserted selected one

of the link to the advertisement of the advertiser and the advertisement itself.

20   14.   The method of claim 13, wherein automatically attaching facilitation

comprises facilitating automatic attachment of at least one of an electronic coupon

and a printable coupon.

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15. The method of claim 12, wherein said sending facilitation comprises facilitating selection of a single group, the group including the plurality of recipients.

16. The method of claim 12, wherein said sending facilitation comprises facilitation of automatic generation and displaying an e-mail messaging window.

17. The method of claim 12, wherein said receiving facilitation comprises facilitating automatic generation and displaying of the received monetary cost included within a cost window.

18. The method of claim 12, wherein said insertion facilitation comprises facilitating automatic arrangement of the link to the advertisement/the advertisement itself.

19. The method of claim 18, wherein said automatic arrangement facilitation comprises facilitating receiving an associated price for a position and size on a message page, the arrangement based at least in part on the price.

20. The method of claim 12, wherein said updating facilitation comprises facilitating receiving a reduced monetary cost, the received reduced monetary cost based at least in part on the value of the inserted link to the advertisement/the advertisement itself.

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21.   An apparatus comprising:

a storage medium having stored therein a plurality of programming

instructions designed to receive an indication to send a message to a plurality of

recipients, automatically determine a monetary cost associated with sending the

5   message, determine if an insertion of an advertisement of a selected one of a link to

an advertisement of an advertiser and the advertisement itself, the advertisement

having a monetary value associated with it, is received, and automatically reduce the

monetary cost associated with sending the message by the value of the inserted link

to the advertisement/the advertisement itself, upon determining that the insertion is

10   received; and

a processor coupled to the storage medium to execute the programming

instructions.

22.   The apparatus of claim 21, wherein the programming instructions are further

15   designed to attach one or more coupons to the message, based at least upon the

inserted advertisement.

23.   The apparatus of claim 22, wherein the programming instructions are

designed to attach at least one of an electronic coupon and a printable coupon.

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24.   The apparatus of claim 21, wherein the programming instructions are

designed to receive a group selection.

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25.   The apparatus of claim 21, wherein the programming instructions are designed to automatically determine a monetary cost based at least in part on a number of the plurality of recipients.

5   26.   The apparatus of claim 21, wherein the programming instructions are designed to automatically generate and display the monetary cost associated with sending the message to the plurality of recipients.

27.   The apparatus of claim 26, wherein the programming instructions are
10   designed to automatically generate an updateable window displaying the monetary cost.

28.   The apparatus of claim 21, wherein the programming instructions are designed to automatically generate and display a selectable menu of a category of
15   advertisers, the category based at least in part on attributes associated with the plurality of recipients.

29.   The apparatus of claim 21, wherein the programming instructions are designed to receive an insertion of a selected one of a link to an advertisement of an
20   advertiser and the advertisement itself.

30.   The apparatus of claim 21, wherein the programming instructions are designed to receive an inputted category of an advertiser.

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31.   The apparatus of claim 21, wherein the programming instructions are designed to automatically reduce the monetary costs by a monetary value of one or more inserted advertisements.

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32.   An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions designed to facilitate sending a message to a plurality of recipients included within a group, facilitate receiving a monetary cost associated with sending the message, facilitate insertion of a selected one of a link to an advertisement of an advertiser and the advertisement itself, in the message prepared by a sender, the advertisement having a monetary value associated with it, and facilitate updating of the monetary cost associated with sending the message; and

a processor coupled to the storage medium to execute the programming instructions.

33.   The apparatus of claim 32, wherein the programming instructions are further designed to facilitate automatically attaching one or more coupons to the message, base at least upon the selected one of the link to the advertisement of the advertiser and the advertisement itself.

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34.   The apparatus of claim 33, wherein the programming instructions are designed to facilitate automatic attachment of at least one of an electronic coupon and a printable coupon.

5   35.   The apparatus of claim 32, wherein the programming instructions are designed to facilitate selection of a single group, the group including the plurality of recipients.

36.   The apparatus of claim 32, wherein the programming instructions are
10   designed to facilitate automatic generation and displaying an e-mail messaging window.

37.   The apparatus of claim 32, wherein the programming instruction are designed to facilitate automatic generation and displaying of the received monetary cost
15   included within a cost window.

38.   The apparatus of claim 32, wherein the programming instructions are designed to facilitate automatic arrangement of the link to the advertisement/the advertisement itself.

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39.   The apparatus of claim 38, wherein the programming instructions are designed to facilitate receiving an associated price for a position and size on a message page, the arrangement based at least in part on the price.

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40.   The apparatus of claim 32, wherein the programming instructions are

designed to facilitate receiving a reduced monetary cost, the received monetary cost

based at least upon the value of the inserted link to the advertisement/the

5   advertisement itself.